

Iowa Tourism Unity Day is this month

More than 200 people are already registered to attend Iowa Tourism Unity Day on April 29 in West Des Moines. It's not too late for you to be among the energetic group that will hear a motivational keynote message, get a legislative update, learn about the 2006 cooperative advertising program and much more.

A \$30 per person early bird registration rate is available until April 16. After that date, the price increases to \$40.

Visit the Travel Industry section at www.traveliowa.com to learn more about Unity Day and to download a registration form. ●

Iowa represented at group travel and media trade shows

Iowa Tourism Office staffers Mark Eckman and Shawna Lode are gearing up for a busy month of travel to media and group travel trade shows.

In early May, the duo heads to New York City for the Travel Industry Association of America's Annual Pow Wow. This is the travel industry's premier international marketplace, which brings together more than 1,000 travel organizations from every region of the nation and more than 1,500 international delegates and domestic buyers from more than 65 countries.

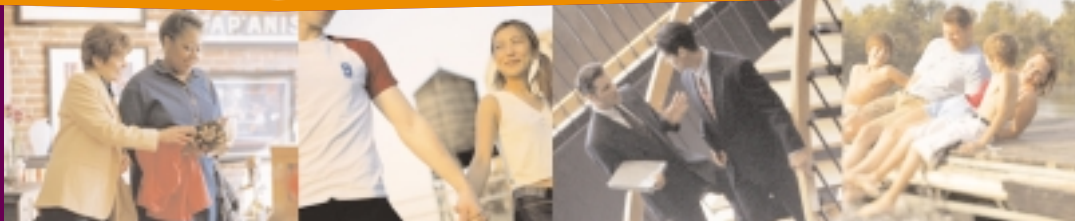
Also this year, the Iowa Tourism Office will participate in the media marketplace at Pow Wow. This event gives domestic suppliers an opportunity to connect with national and international media, pitch story ideas, and distribute press kits and other materials.

From May 11 - 15, Shawna will attend the Midwest Travel Writers Association's annual spring conference in Cincinnati. Over the course of the event, she will network with about 50 freelance writers and editors from around the Midwest.

At all of these shows, Mark and Shawna will educate media and group tour planners about travel destinations that are new in Iowa. If you have updated information or news about your community, attraction, event, lodging facility, etc., please send the facts by email to Mark or Shawna by mid-April. You can reach them at mark.eckman@iowalifechanging.com and shawna.lode@iowalifechanging.com. ●



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New travel counselor at Davis City Welcome Center

On March 2, Jerry Reese began his tenure as a permanent part-time travel counselor at the Davis City Welcome Center. A resident of Lamoni, Reese owned his own business, Jerry's Floral & Gifts, for 21 years. When he's not helping travelers learn about Iowa, Jerry enjoys gardening and antiques. ●

Welcome Center event samples eastern Iowa

From April 11 - 13, travel counselors from Iowa's Welcome Centers will explore eastern Iowa during the annual Welcome Center Training and Familiarization Tour. This event gives travel counselors a first-hand look at some of the state's well- and little-known attractions in and around Waterloo/Cedar Falls, Cedar Rapids, Dubuque and Anamosa.

During a half-day training session, travel counselors will get updates from the Iowa Tourism Office, the Iowa Department of Natural Resources and the directors of Iowa's three tourism regions. Next year the tour will visit western Iowa. ●

DNR, IDED team up to promote fishing opportunities



During April and May, the Iowa Tourism Office and the Iowa Department of Natural Resources are teaming up to encourage Iowans and visitors to our state to enjoy the outdoors, specifically inviting travelers to take in the state's fishing opportunities.

During the two months, a special section at www.traveliowa.com will feature fishing events and destinations around Iowa, fishing games for kids, and memorable stories from people who have fished in Iowa. ●

Travel Trends

Research is integral to the success of Iowa's tourism industry. At the Iowa Tourism Office, a great amount of time and energy is dedicated to continually surveying the traveling public, in our state and around the world.

A wealth of helpful travel-related research is available on several Web sites maintained by Iowa organizations. Visit these sites to help you with your next planning session, grant application or news release. In the May issue, look to *The Traveler* for a listing of national research Web sites.

■ Iowa Tourism Office

Iowa Tourism Results, County Impact Study, Iowa Welcome Center Survey and TravelScope
www.iowalifechanging.com/travel/travelindustry/research.html

■ Iowa Agriculture Statistics

www.nass.usda.gov/ia/
www.agriculture.state.ia.us/quickFacts2.htm

■ Iowa Department of Revenue and Finance

Hotel/Motel tax information is available at the "Location Option Information" link
www.state.ia.us/tax/business/business.html

■ Iowa Data Center

A collection of demographic statistics, including current and historical populations, as well as social, economic, and housing characteristics from several organizations
www.iowadatacenter.org

■ Iowa Department of Cultural Affairs

www.culturalaffairs.org/media/reports_and_studies/index.htm

■ Iowa Racing and Gaming Commission

Gaming admissions and revenue by month
www3.state.ia.us/irgc/gamingpage2.htm

■ Iowa Workforce Development

Economic trends, including Iowa labor and employment statistics
www.iowaworkforce.org/trends

To learn more about how the Iowa Tourism Office can help with your research needs, contact LuAnn Reinders at luann.reinders@iowalifechanging.com or 888-472-6035. ●

2006 *Travel Guide* in the works

Iowa Tourism Office Publications Manager Kathy Bowermaster is in the early stages of crafting the 2006 *Iowa Travel Guide*. Forms to update your attraction, hotel/motel, bed and breakfast, and campground information will arrive later this month.

Organizations and businesses have until June 1 to return their forms to insure inclusion in the *Travel Guide*. Also, please remember that the information gathered for the *Travel Guide* is the same information that is used to update traveliowa.com. ●

Tom Wheeler attends Locations Tradeshow

From April 15-17, Iowa Film Office Manager Tom Wheeler will attend the Locations Trade Show in Santa Monica, Calif. This event is hosted by the Association of Film Commissioners International and gives exhibitors a chance to meet with people charged with finding appropriate sites for upcoming film projects. ●

Iowa Tourism Office Calendar

April 2005

- 11 - 13** Iowa Welcome Center Training and
FAM Tour, Eastern Iowa
- 15** Underwood Welcome Center opens
- 29** Iowa Tourism Unity Day, West Des Moines

May 2005

- 3 - 7** POW WOW, New York
- 7 - 15** See America Week
(formerly National Tourism Week)
- 11 - 14** Midwest Travel Writers Association
Meeting, Cincinnati
- 25** Central Iowa Tourism Region
Annual Meeting, Tama



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Dubuque gets honor from National Trust

Congratulations to the city of Dubuque that was recently named to the National Trust for Historic Preservation's 2005 list of America's Dozen Distinctive Destinations. Dubuque was chosen from nearly 80 destinations in 44 states that were nominated by individuals, preservation organizations and local communities.



Since 2000, the National Trust for Historic Preservation has named 72 Dozen Distinctive Destinations located in 36 states throughout the country. To see a complete list, visit www.nationaltrust.org. The communities named to the list have residents who have taken action to protect their town's character and sense of place. ●